

Figure 1

101 → Date	3/4/2001	3/5/2001	3/6/2001	3/7/2001	3/8/2001	3/9/2001	3/10/2001	3/11/2001	3/12/2001	3/13/2001	3/14/2001	3/15/2001	3/16/2001	3/17/2001	3/18/2001	3/19/2001	3/20/2001
105 → Actual unit sales	10	10	10	10	10												
110 → Projected unit sales					10	10	10	10	8	8	8	8	8	8	8	8	8
115 → Cannibalization date									yes								
120 → Cannibalization factor									-0.2								

↑  
130

Figure 2

201 → Date	3/4/2001	3/5/2001	3/6/2001	3/7/2001	3/8/2001	3/9/2001	3/10/2001	3/11/2001	3/12/2001	3/13/2001	3/14/2001	3/15/2001	3/16/2001	3/17/2001	3/18/2001	3/19/2001	3/20/2001
205 → Actual unit sales	10	10	10	10	10												
210 → Projected unit sales						10	10	10	8	8	8	8	6	6	6	6	6
215 → Cannibalization date									yes				yes				
220 → Cannibalization factor									-0.2				-0.25				

↑                      ↑  
230                      240

Figure 3

301 → Date	3/4/2001	3/5/2001	3/6/2001	3/7/2001	3/8/2001	3/9/2001	3/10/2001	3/11/2001	3/12/2001	3/13/2001	3/14/2001	3/15/2001	3/16/2001	3/17/2001	3/18/2001	3/19/2001	3/20/2001
305 → Actual unit sales	10	10	10	10	10												
310 → Projected unit sales						10	10	10	8	8	8	8	12	12	12	12	12
315 → Cannibalization date									yes				yes				
320 → Cannibalization factor									-0.2				0.5				
									↑ 330				↑ 340				

Figure 4

401 → Date	3/4/2001	3/5/2001	3/6/2001	3/7/2001	3/8/2001	3/9/2001	3/10/2001	3/11/2001	3/12/2001	3/13/2001	3/14/2001	3/15/2001	3/16/2001	3/17/2001	3/18/2001	3/19/2001	3/20/2001
405 → Actual unit sales	10	10	10	10	10	10	10	10	8	8							
406 → Past unit sales → cannibalization adjustment	-2	-2	-2	-2	-2	-2	-2	-2									
410 → Projected unit sales								-2									
415 → Cannibalization date									yes			8	8	8	8	8	8
420 → Cannibalization factor									-0.2								
									↑ 430								
										↑ 450							

### Figure 5.

	3/4/2001	3/5/2001	3/6/2001	3/7/2001	3/8/2001	3/9/2001	3/10/2001	3/11/2001	3/12/2001	3/13/2001	3/14/2001	3/15/2001	3/16/2001	3/17/2001	3/18/2001	3/19/2001	3/20/2001
501 → Date																	
505 → Actual unit sales	10	10	10	10	10	10	10	10	8	8	8	8	6	6			
506 → Past unit sales cannibalization adjustment	-4	-4	-4	-4	-4	-4	-4	-4	-2	-2	-2	-2					
510 → Projected unit sales															6	6	6
515 → Cannibalization date								yes					yes				
520 → Cannibalization factor								-0.2					-0.25				

### Figure 6

	3/4/2001	3/5/2001	3/6/2001	3/7/2001	3/8/2001	3/9/2001	3/10/2001	3/11/2001	3/12/2001	3/13/2001	3/14/2001	3/15/2001	3/16/2001	3/17/2001	3/18/2001	3/19/2001	3/20/2001
601 → Date																	
605 → Actual unit sales	10	10	10	10	10	10	10	10	8	8							
606 → Past unit sales																	
606 → cannibalization adjustment	-2	-2	-2	-2	-2	-2	-2	-2									
610 → Projected unit sales											8	8	6	6	6	6	6
615 → Cannibalization date								yes					yes				
620 → Cannibalization factor								-0.2					-0.25				